

ORDER



Orders
Order / Rev: 169949
Alt Order #: 06390857
Product Desc: OBAMA 4 AMER:60'S
Estimate: 2175
Flight Dates: 10/25/12 - 10/29/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: GENERAL

WDJT-TV-LP
Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: GMMB Greer Margolis Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/Obama for President
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	11	\$27,600.00	\$23,460.00
10/29/12	10/29/12	3	\$12,400.00	\$10,540.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$27,600.00	\$23,460.00	0.00
November 2012	3	\$12,400.00	\$10,540.00	0.00
Totals	14	\$40,000.00	\$34,000.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	20%	\$40,000.00
Market	100%	\$200,000.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	1%	\$2,000.00
WISN	29%	\$58,000.00
WITI	32%	\$64,000.00
WMLW-	1%	\$2,000.00
WPXE	0%	\$0.00
WTMJ	16%	\$32,000.00
WVTV	1%	\$2,000.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	10/28/12	10/28/12	CBS Sunday Morning	CM	8a-930a	-----2	1:00	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----2		2				\$1,500.00		0.00			
2	WDJT	10/25/12	10/26/12	Let's Make a Deal 9a-10a	CM	858a-10a	---TF--	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Let's Make a Deal 9a-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Advertiser:	<u>Poli/Obama for President</u>
Product Desc:	<u>OBAMA 4 AMER:60'S</u>
Estimate:	<u>2175</u>

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	10/25/12	10/26/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a	---TF--	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1			\$400.00			0.00			
3	WDJT	10/25/12	10/26/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1			\$3,000.00			0.00			
4	WDJT	10/25/12	10/26/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---TF--	1:00	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1			\$3,000.00			0.00			
5	WDJT	10/29/12	10/29/12	Mo 7p - 8p How I Met/Partners	CM	Mo 7pm - 8pm	1-----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1			\$6,000.00			0.00			
6	WDJT	10/29/12	10/29/12	Mo 8p - 9p 2 Broke Girls/Mike & Molly	CM	Mo 8p - 9p	1-----	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1			\$6,000.00			0.00			
7	WDJT	10/25/12	10/25/12	Th 7p - 8p Big Bang/Two and Half Men	CM	Th 7p - 8p	---1---	1:00	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---1---		1			\$6,000.00			0.00			
8	WDJT	10/26/12	10/26/12	Fr 7p - 8p NCIS	CM	Fri 7p - 8p	----1--	1:00	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1			\$2,400.00			0.00			
9	WDJT	10/27/12	10/27/12	Sa 7p - 8p Hawaii Five-O	CM	7p - 8p	-----1-	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1			\$2,000.00			0.00			
10	WDJT	10/27/12	10/27/12	Sa 9p - 10p 48 Hours	CM	9p - 10p	-----1-	1:00	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1-		1			\$1,200.00			0.00			
11	WDJT	10/25/12	10/28/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---TFSS	1:00	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TFSS		1			\$1,600.00			0.00			
12	WDJT	10/29/12	10/29/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	1-----	1:00	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/29/12	11/04/12	1-----		1			\$400.00			0.00			
13	WDJT	10/28/12	10/28/12	Su 9p - 10p Mentalist	CM	9p-10p	-----1	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1			\$5,000.00			0.00			
Totals														14	\$40,000.00